

RETAILERS ARE LEADING THE WAY

A REPLY TO THE FEDERAL TRADE COMMISSION

The woods are full of amateur economists who claim that the price of Clothing, Underwear, Dry Goods, Groceries, Meats, Shoes, Furniture, Hardware, Drugs and Sundries will shortly return to pre-war levels

WILL THEY? YES, THEY SURELY WILL

When railroad fares are back to normal	When telephone rates are back to \$1 25 a month
When modern houses rent for \$20 a month	When skilled labor, now \$1, is back at 35c and 45c an hour
When a square meal is back to a quarter	When shaves are back at 15c and haircuts 25c
When gasoline is back to 15c a gallon	When freight rates are back to normal
When a shoe shine is back at 5c	When milk sells at 5c a quart

Aren't we Americans all in on this proposition? Haven't we got to fight it out together? Well then, haven't we, the retailers, gone much faster than the average in reducing prices and making readjustments

WE CERTAINLY HAVE

We're ahead---far a head of the procession. Now let the railroads, the Standard Oil, the Rent Hogs, the Coal Barons, the Candiestic Maker, and the vast multitudes of others catch up with us

When we can secure merchandise on better terms our customers will be given full advantage of changed conditions

We are doing our part to get conditions back to normal. To prove it and to enlighten those people who continually insist that prices are not coming down the following comparative articles (and there are many more) are given

MEN'S FURNISHINGS Suits\$50.00 NOW \$25.00 Overalls 3.00 NOW 1.25 Shirts 3.00 NOW 1.50 WOMEN'S FURNISHINGS Coats\$75.00 NOW \$50.00 Suits 50.00 NOW 35.00 Millinery at least 25 per cent reduction	GROCERIES Sugar\$26.00 NOW \$8.00 Flour 3.40 NOW 1.50 Coffee65 NOW .40 SPORTING GOODS Swimming Suits 33 1-3 per cent less than peak prices	FURNITURE Ranges\$130.00 NOW \$100.00 Dressers 36.00 NOW 25.00 Tables 43.00 NOW 35.00 DOMESTICS Ginghams\$.50 NOW \$.25 Percales45 NOW .25 Muslin60 NOW .20	HARDWARE .25 to 30 per cent less than peak prices SHOES Men's or Women's \$18.00 now 12.00 MEATS A substantial reduction DRUGS AND SUNDRIES From 15 to 20 per cent reductions from highest level.
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Better business for the Merchant Makes better times for you.	After reading the above, most people would not want prices back to the pre-war level, when wages and other things have to come down in proportions. Why should we not feel contented?	BOOST YOUR TOWN-- Boost your local Merchants and boost yourself
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THE MERCHANTS OF ONTARIO

ALEXANDERS
BOYER BROS.
RADER BROS.
TOGGERY BILL

McNULTY & CO.
ONTARIO PHARMACY
E. A. FRASER
INDEPENDENT MARKET

MORRIS MILLINERY AND
NOVELTY SHOP
ONTARIO MEAT & GROCERY
OSBORN MILLINERY

GOLDEN RULE STORE
THE STYLE SHOP
ONTARIO FURNITURE CO.
THE HUB